

STDP Health Education Unit Materials Development & Review

Kim Harrison MPH CHES, Health Educator

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The STDP Health Ed. Unit (HEU)

- Mission: *To increase the capacity of individuals, organizations, and the community to prevent STDs, to limit adverse physical and psychosocial consequences of STDs, and to promote sexual health.*
- Primary Activities
 - STD Hotline
 - Health Fairs & Presentations
 - Educational Materials
 - Provider Trainings
 - CME
 - AV & Technical Assistance
 - Clinic Liaisons
 - Other specialized programs: SHE, SCIP, etc.

The STDP Health Ed. Unit (HEU)

- 8 full-time team members
 - Director
 - 2 Senior Health Educators
 - 1 Health Educator
 - 4 Health Education Assistants
 - Interns (undergrad & grad)



Betsy



Philip



Phoebe



Susan



Sally



Sylvia



Ana

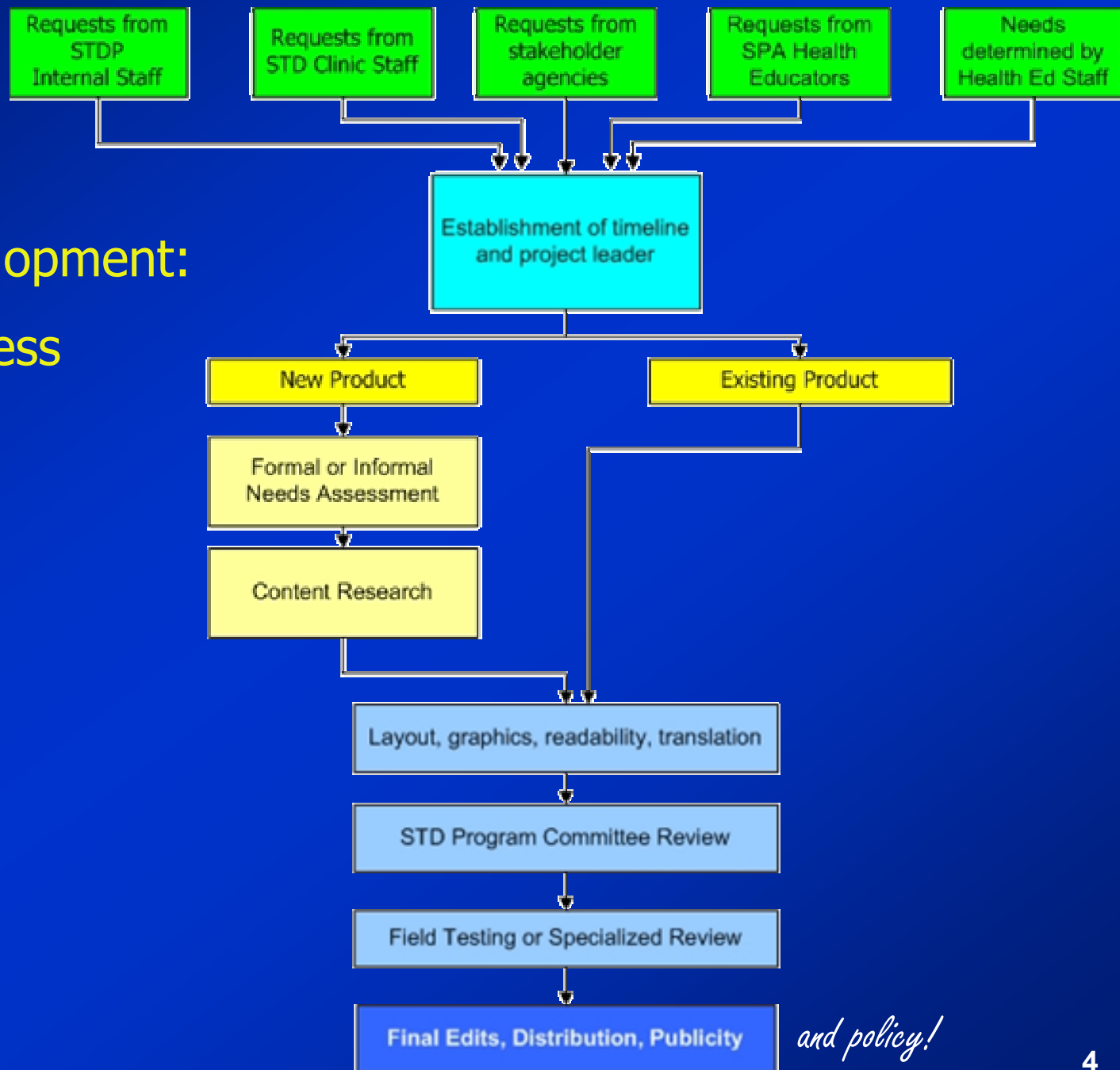


Emma



Kim

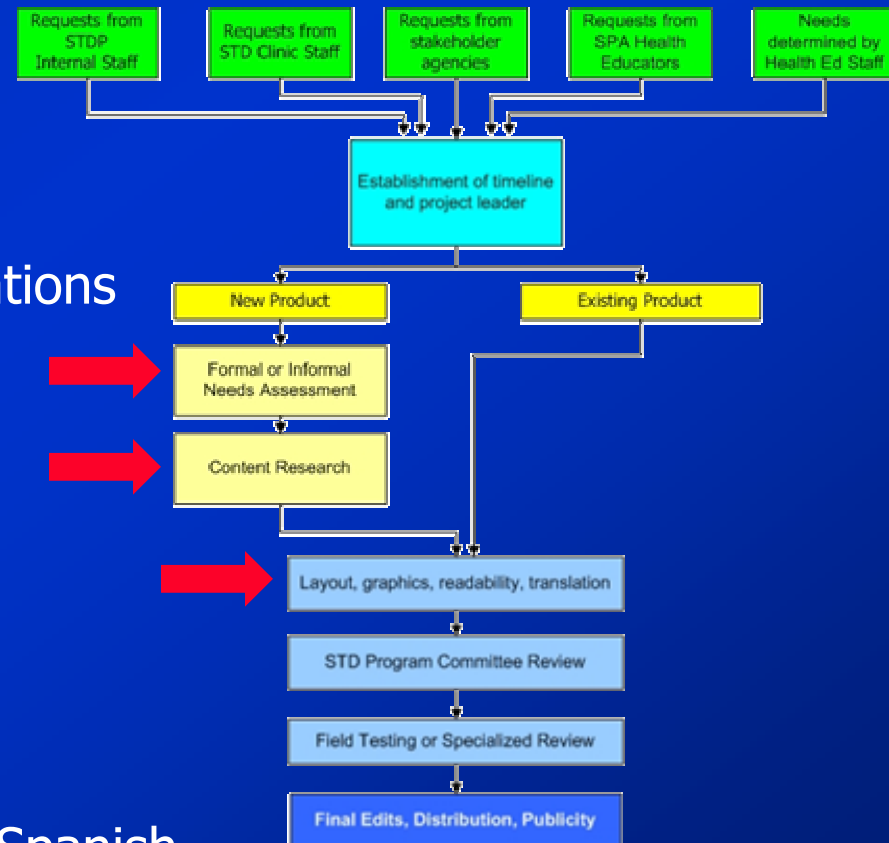
Materials Development: Our Process



and policy!

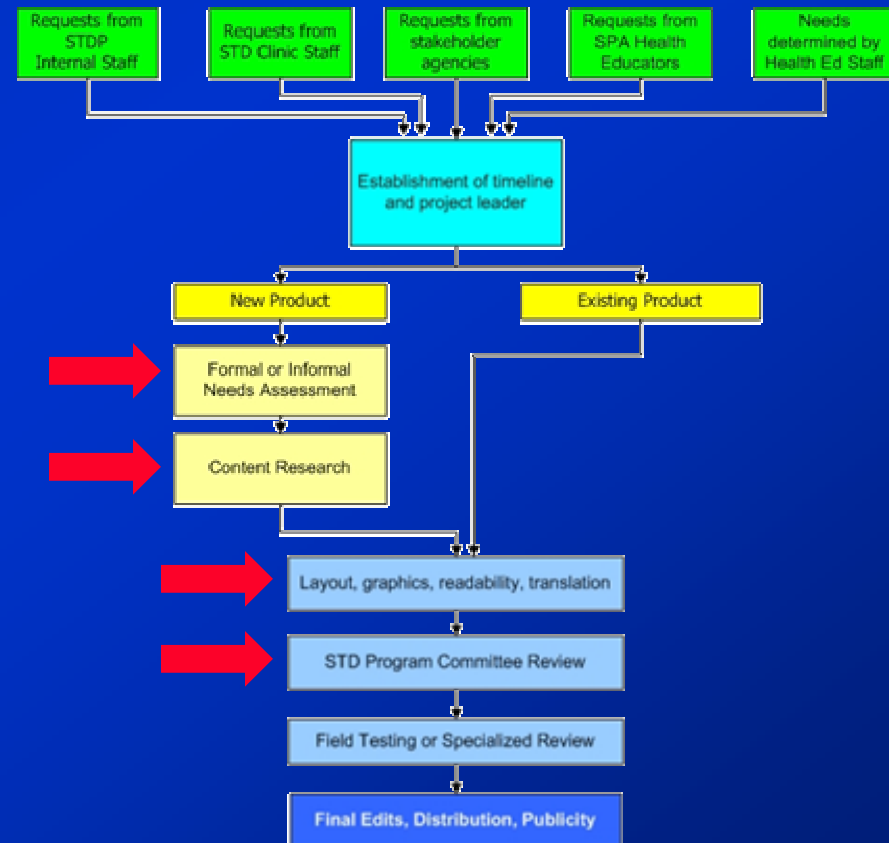
The Review/Development Process: Internal Activities

- Needs Assessment: Formal or Informal
- Content Research
- Layout & Graphics
 - Matching to other publications
 - Racial/ethnic diversity
- Readability
 - SMOG
 - RAIN
- Translation
 - 3 HEU staff are bilingual/Spanish
 - Time and cost-intensive!



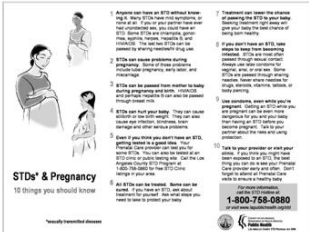

The Review/Development Process: The Committee

- Committee is comprised of STD Program Senior Staff
- Meets on an as-needed basis; most communication is via email
- Draft product is circulated and edits are requested within 2 weeks



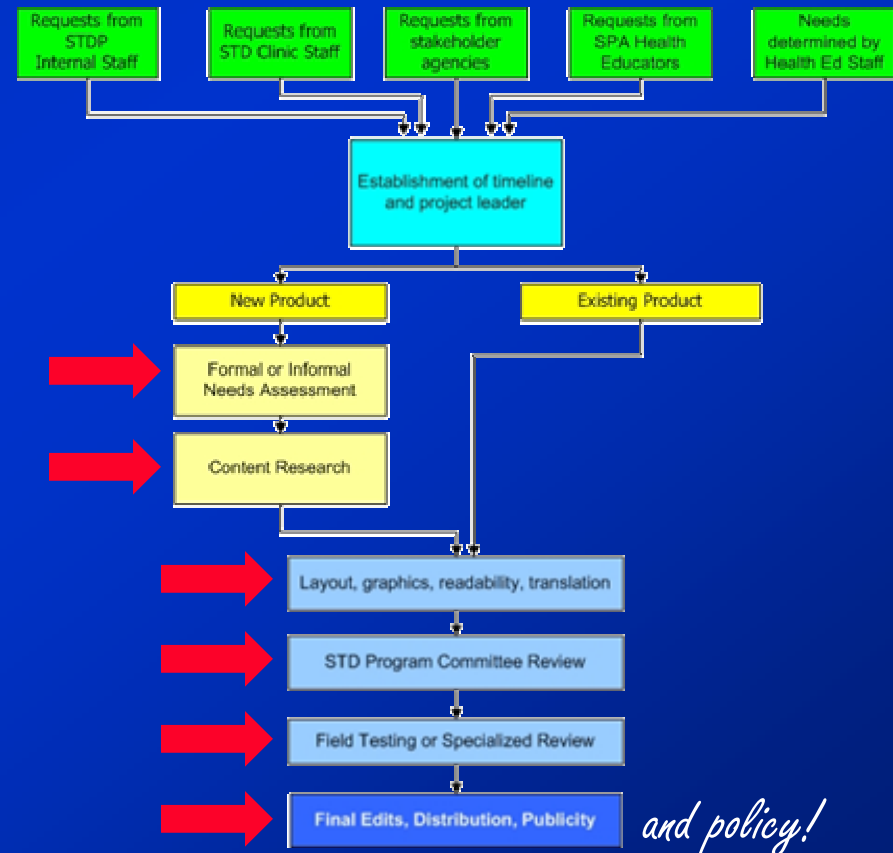
The Review Process: Field Testing

- Conducted by request, and usually for all internal products
- HEU clinic liaisons enlist the help of SPA Health Educators and STD clinic staff

 <p>STDs & Pregnancy Brochure</p>	 <p>"It's Your Choice!" Brochure</p>
<p>1. List any words that are hard to understand:</p>	<p>1. List any words that are hard to understand:</p>
<p>2. The content of information in the brochure is:</p> <p><input type="checkbox"/> Not helpful</p> <p><input type="checkbox"/> Somewhat helpful</p> <p><input type="checkbox"/> Very helpful</p>	<p>2. The content of information in the brochure is:</p> <p><input type="checkbox"/> Not helpful</p> <p><input type="checkbox"/> Somewhat helpful</p> <p><input type="checkbox"/> Very helpful</p>
<p>3. The amount of information in the brochure is:</p> <p><input type="checkbox"/> Not enough</p> <p><input type="checkbox"/> About right</p> <p><input type="checkbox"/> Too much</p>	<p>3. The amount of information in the brochure is:</p> <p><input type="checkbox"/> Not enough</p> <p><input type="checkbox"/> About right</p> <p><input type="checkbox"/> Too much</p>
<p>4. The level of information in the brochure is:</p> <p><input type="checkbox"/> Too basic</p> <p><input type="checkbox"/> About right</p> <p><input type="checkbox"/> Hard to follow</p>	<p>4. The level of information in the brochure is:</p> <p><input type="checkbox"/> Too basic</p> <p><input type="checkbox"/> About right</p> <p><input type="checkbox"/> Hard to follow</p>
<p>5. Use of visual elements (graphics, font, etc.) make the brochure:</p> <p><input type="checkbox"/> Too plain</p> <p><input type="checkbox"/> About right</p> <p><input type="checkbox"/> Too busy</p>	<p>5. Use of visual elements (graphics, font, etc.) make the brochure:</p> <p><input type="checkbox"/> Too plain</p> <p><input type="checkbox"/> About right</p> <p><input type="checkbox"/> Too busy</p>
<p>6. Other comments/suggestions:</p>	<p>6. Other comments/suggestions:</p>

The Last Step: Distribution & Publicity

- Printing
 - Internal funds
 - Electronic files provided to requesting party
- Distribution
 - Via STD Clinics or online request forms
- Publicity
 - Most materials are posted to our website, as well as the intranet



Contacting Us

- STDP Health Education Unit (HEU)
 - *Hotline:* 1-800-758-0880
 - *Main HEU Line:* 213-744-5949
- Kim Harrison
 - *Phone:* 213-744-5912
 - *email:* kiharrison@ph.lacounty.gov

Thanks!